

California Main Street Training Institute

presents

Main Street: The Roadmap to Revitalization

October 3-6, 2000
Waterfront Plaza Hotel
Oakland's Jack London Square

In Partnership With

American Institute of Architects,
California Council
California Association for Local Economic
Development
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Livermore Main Street
Local Government Commission
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National Main Street Center
National Trust for Historic Preservation,
Western Regional Office
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USDA - Rural Development
U.S. Dept. of Housing and Urban Development,
California Community Builders
West Alameda Business Association

Main Street: The Roadmap to Revitalization



Establishing Your Downtown or Neighborhood
Commercial District as the Center of Your Community

Sponsored by **Bank of America**



Who should attend?

Main Street: The Roadmap to Revitalization is a four-day intensive training in the Main Street approach to the revitalization and management of downtowns and traditional commercial districts of communities of all sizes. The conference is designed for local public and private leaders who wish to launch Main Street programs. Graduation from this conference is one of the requirements for certification as a California Main Street Community. The conference is equally appropriate for existing Main Street communities that want to train new staff, volunteers and board members in the Main Street Approach, as well as for communities with any type of downtown revitalization program that want to acquire additional motivation or focus by adopting the Main Street framework. We suggest that the contingent from your community include several of the following:

Executive directors and staff of Main Street programs and downtown associations.

Redevelopment, planning, community development, economic development and other city or county staff.

Members of downtown boards of directors and committees.

Chambers of commerce executive directors, staff and board members.

Business and property owners.

City council members and city managers.

On the cover: View of Clinton Park, Oakland, CA. Courtesy of the Oakland History Room at the Oakland Public Library and Carolyn Douthat. The photo is circa 1883.

Keynote Speakers

Donovan D. Rypkema is principal of The Real Estate Services Group, a Washington, D.C. based real estate and economic development consulting firm. The firm works with clients who are revitalizing downtowns and neighborhood commercial districts. He has assisted clients in 48 states and has spoken at conferences in Thailand, Australia, Brazil, Canada, and Portugal. He is author of *The Economics of Historic Preservation: A Community Leader's Guide*.

Kennedy Lawson Smith is one of the nation's foremost experts on downtown revitalization. She began her revitalization career as Charlottesville, Virginia's downtown manager. She joined the staff of the National Trust for Historic Preservation's National Main Street Center in 1985 and has served as the Center's director since 1991. She has written numerous books and articles on the economic dynamics of downtowns and is a popular international speaker on downtown issues.

Core Faculty

Dan Burden, a nationally recognized authority on bicycle and pedestrian programs, is executive director of Walkable Communities, Inc., a Florida-based nonprofit organization that helps communities improve their walkability. He served for 16 years as the Florida Department of Transportation's bicycle and pedestrian coordinator.

Jeff Eichenfield, principal of Jeffrey Eichenfield & Associates, works with local governments and business organizations to develop economic revitalization strategies for downtown and neighborhood commercial districts. He served as director of the California Preservation Foundation and program manager for Livermore Main Street. He holds an MBA in marketing from the University of Wisconsin.

Keith Kjelstrom has served California Main Street for more than 11 years, leading the program as state director since 1992. Before joining the state, he was downtown project manager in Morgan Hill. He holds a master's degree in city planning from the Massachusetts Institute of Technology.

Doug Loescher is assistant director of the National Main Street Center, where he has worked since 1989. A leader in the field of downtown revitalization for 17 years, his responsibilities at the Center include research, information management, and the creation of new Main Street training programs to assist local organizations.

Lani Lott, senior consultant for Burnes Consulting, leads the firm's Downtown Management Training Programs and Community Development Services. As executive director for the Grass Valley Downtown Association, Lani created image and promotion campaigns for Grass Valley that received national recognition.

Guest Faculty: State and national revitalization experts will join the core faculty.

Bank of America Scholarship



Bank of America, corporate sponsor for *Main Street: The Roadmap to Revitalization*, has generously established a scholarship program to assist communities with the registration fee for this important conference. All California communities are eligible to apply for a \$400 scholarship covering full conference registration for one community leader. Scholarships are awarded competitively based both upon need and capacity to benefit from attendance.

To apply, email or fax a letter of not more than three pages describing your community, your need for the scholarship, and how your participation in the conference will benefit your downtown revitalization efforts by **5 p.m. on SEPTEMBER 5, 2000** to:

Carol Gregory, Special Projects Coordinator
California Main Street

Fax: 916-322-7214
Email: cgregory@commerce.ca.gov

For further information please call: 916-327-3106

Agenda

October 3-6, 2000
Waterfront Plaza Hotel, Oakland

OCTOBER 3rd

10:00 a.m. - 5:30 p.m.

INTRODUCTION: Success Stories: Voices of Main Street

Since 1986, champions from Arcata to San Diego have initiated thriving commercial district revitalization programs using the Main Street four-point approach as their roadmap. Hear about their journeys, celebrate their successes and borrow their strategies! Learn how the California Trade and Commerce Agency helps communities launch effective Main Street programs.

DONOVAN D. RYPKEMA, KEYNOTE LUNCHEON SPEAKER

Exciting, entertaining, and nationally recognized speaker Don Rypkema discusses the "Economics of Historic Preservation from a Community Leader's Perspective."

PROMOTION

Gain a comprehensive understanding of special events, retail sales promotions and image development campaigns. Discover how to avoid "promotional disconnects" and prepare your community to capitalize on corporate sponsorship opportunities.

OCTOBER 4th

8:00 a.m. - 5:30 p.m.

DESIGN

This well-constructed day will introduce you to the history and architectural basics of commercial buildings and provide you with a solid foundation to claim your district's full potential of place. Learn about historic preservation tools and façade improvement initiatives, and explore the key roles that city officials and the Main Street design committee play in stimulating quality private design improvements and public streetscape enhancements.

SELF-GUIDED WALKING TOURS & LUNCH ON YOUR OWN

Enjoy the unique settings of East Bay Main Street communities. Local Main Street managers have prepared "Self-Guided Walking Tours" to highlight the sights, sounds, and tastes of their districts. Sample varied cuisine, purchase unique international gifts, and enjoy the ambiance!

OCTOBER 5th

8:30 a.m. - 5:00 p.m.

ORGANIZATION

Acquire an in-depth understanding of the basic building blocks (board, staff, committees, volunteers, partners) you must have to ensure a great Main Street organization. Discover new funding sources to help your Main Street organization survive, thrive and prosper.

LUNCH ON YOUR OWN

Explore Jack London Square, the Oakland waterfront, Lake Merritt, Chinatown, downtown, and the fabulous Paramount Theater.

EVENING RECEPTION

5:30 p.m. - 7:00 p.m.

Stroll along the Harbor Boardwalk and watch the sun set over San Francisco Bay while meeting local dignitaries, Main Street managers, conference speakers, and Kennedy Smith, director of the National Main Street Center. A special appearance by a local Ballet Folklórico dance troupe will energize and delight you!

OCTOBER 6th

8:30 a.m. - 3:00 p.m.

ECONOMIC RESTRUCTURING

Get into gear for a fast course in E.R. basics. Fueled with an understanding of the local economy, you'll learn how to help bring existing businesses' operating practices up to speed, reruit new businesses from the fast lane, get economic development partners on track, and tune up your economic restructuring committee's engine for the full revitalization race.

KENNEDY LAWSON SMITH, KEYNOTE LUNCHEON SPEAKER

Armed with your "roadmap" to revitalization, you are the future of Main Street. Kennedy Smith, director of the National Main Street Center, will conclude with a look at Main Street in the new millennium and how the experts view the exciting road ahead.

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Brilliant format.

Main Street brought focus to our downtown revitalization project and put us in touch with top notch experts in the field. The end result is a thriving, vibrant downtown – a source of great pride for our citizens.

Inspirational.

Overall, the conference was excellent. I will attend again.

Very participant oriented -- great discussions and questions.

I appreciate the opportunity to attend this week-long event. The information was and will be useful and beneficial toward our efforts.

I can't thank you enough for planning the Training Institute. I feel revitalized and ready to do a better job.

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Organization

Promotion

Design

Economic
Restructuring

About **California Main Street**

California Main Street, a program of the California Trade and Commerce Agency, provides state-level leadership and services on revitalization techniques using the Main Street Approach to Revitalization. Thirty-eight communities currently hold certified status and are charged with demonstrating the Main Street approach for the entire state. Organizing a district's comprehensive revitalization efforts into a four-point framework (organization, promotion, design, and economic restructuring) and working to ensure the district's place as a vital economic, social and cultural center of the community are key components of Main Street's success.

*The Main Street **Resource Center** disseminates state-of-the-art revitalization information to all of California's communities through technical information services. **Consulting Services** address specific revitalization needs of the district including community visioning, local program formation assistance, workplan development, board and committee training, and assessment visits to ascertain a community's current revitalization status and/or readiness to launch a Main Street program.*

*The California Main Street **Training Institute** offers educational seminars and workshops that introduce a community to the essential nuts and bolts of the Main Street Approach. Graduation from this conference is one of the requirements for certification as a California Main Street Community.*

California Main Street was recently honored as the recipient of the 1999 Ahwahnee Award for Community Programs, which recognizes projects, plans, and programs that help create more livable, pedestrian- and transit-friendly communities in the 14 western states. California Main Street was selected for its vital role in educating local programs on how to revitalize their main street or commercial district so that an alternative to sprawling commercial development is established and the livability of California communities is reinforced; for its tangible results over the past ten years; and for its status as an outstanding state government program that guides but does not encumber local efforts.

California Main Street
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**A program of the California
Trade and Commerce Agency**
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